

IN THE CLAIMS:

Regarding the 35 U.S.C. 112 reference to "The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention," claims 1-20 have been revised accordingly.

Please amend claims 1- 4, 7, 9, 11, 12, 14, 15-17, and 20 as follows:

1. (Currently Amended) A system for managing customer lead information comprising:

a customer lead information database having a plurality of customer lead profile records;

means for acquiring customer lead information from a customer lead;

means for dynamically capturing and responding to acquired customer lead information via at least one of an intranet and an internet through the use of customer lead web pages which interact with, and request data from, a customer lead management server database, populating the data fields of said pages from said server in real-time;

means for creating or updating a customer lead profile record based on customer lead information dynamically captured in real-time;

means for qualifying customer leads and determining a customer lead priority utilizing a ranking algorithm or score based on information in the customer lead profile record, such that the results of said ranking can be displayed in real-time within any web page containing a sales lead management form;

means for automatically adding the customer lead priority ranking to the customer lead profile record;

means for automatically storing the customer lead profile record in the customer lead management server database; and

means for electronically distributing customer lead records and information in real-time, via at least one of an intranet and an internet.

2. (Currently Amended) The system according to claim 1, further comprising:  
means for automatically electronically notifying at least one designated person  
when pre-determined data fields of a customer lead profile record are changed or are  
populated, resulting in a change in customer lead priority ranking, or resulting in any  
other pre-determined triggering event requiring attention by a company representative.
3. (Currently Amended) The system according to claim 2, wherein the means  
for automatically electronically notifying at least one designated person comprises  
means for e-mailing, or otherwise electronically alerting, the at least one designated  
person in real-time.
4. (Currently Amended) The system according to claim 1, wherein the means  
for acquiring customer lead information comprises one of means for electronically  
presenting a customer needs feedback form to a customer lead and means for  
presenting a lead management form to a company representative.
7. (Currently Amended) The system according to claim 6, wherein the means  
for inputting the acquired customer lead information comprises means for entering  
information into the lead management form.
9. (Currently Amended) The system according to claim 1, wherein the means  
for determining a customer lead priority ranking comprises means for analyzing the  
information in the customer lead profile record for information related to at least one of  
the customer lead's budget, authority, needs, and timeframe.
11. (Currently Amended) The system according to claim 1, further comprising:  
means for electronically responding to information requests from the customer  
lead in real-time.
12. (Currently Amended) A system for managing customer lead information  
comprising:  
a customer lead information database having a plurality of customer lead profile  
records;

means for acquiring customer lead information from a customer lead, the means for acquiring customer lead information comprising one of means for presenting a customer feedback form to a customer lead and means for presenting a lead management form to a company representative, the customer needs feedback form comprising at least one web page, the lead management form comprising at least one web page;

means for dynamically capturing and responding to acquired customer lead information via at least one of an intranet and an internet through the use of customer lead web pages which interact with, and request data from, a customer lead management server database, populating the data fields of said pages from said server in real-time;

means for creating or updating a customer lead profile record based on customer lead information dynamically captured in real-time;

means for qualifying customer leads and determining a customer lead priority utilizing a ranking algorithm or score based on information in the customer lead profile record; such that the results of said ranking can be displayed in real-time within any web page containing a sales lead management form;

means for automatically adding the customer lead priority ranking to the customer lead profile record;

means for automatically storing the customer lead profile record in the customer lead management server database; and

means for electronically distributing customer lead records and information in real-time, via at least one of an intranet and an internet ; and

means for automatically electronically notifying at least one designated person when pre-determined data fields of a customer lead profile record are changed or are populated, resulting in a change in customer lead priority ranking, or resulting in any other pre-determined triggering event requiring attention by a company representative.

14. (Currently Amended) The system according to claim 12, wherein the means for automatically electronically notifying at least one designated person comprises means for e-mailing, or otherwise electronically alerting, the at least one designated person in real-time.

15. (Currently Amended) The system according to claim 12, wherein the means for determining a customer lead priority ranking comprises means for analyzing the information in the customer lead profile record for information related to at least one of the customer lead's budget, authority, needs, and timeframe.

16. (Currently Amended) A method for managing customer lead information comprising:

providing a customer lead information database having a plurality of customer lead profile records;

acquiring customer lead information from a customer lead, the means for acquiring customer lead information comprising one of means for presenting a customer feedback form to a customer lead and means for presenting a lead management form to a company representative, the customer needs feedback form comprising at least one web page, the lead management form comprising at least one web page;

dynamically capturing and responding to acquired customer lead information via at least one of an intranet and an internet through the use of customer lead web pages which interact with, and request data from, a customer lead management server database, populating the data fields of said pages from said server in real-time;

creating or updating a customer lead profile record based on customer lead information dynamically captured in real-time;

determining a customer lead priority utilizing a ranking algorithm or score based on information in the customer lead profile record, such that the results of said ranking can be displayed in real-time within any web page containing a sales lead management form;

automatically adding the customer lead priority ranking to the customer lead profile record;

automatically storing the customer lead profile record in the customer lead management server database; and

electronically distributing customer lead records and information in real-time, via at least one of an intranet and an internet.

17. The method according to claim 16, further comprising:  
automatically electronically notifying at least one designated person when pre-determined data fields of a customer lead profile record are changed or are populated, resulting in a change in customer lead priority ranking, or resulting in any other pre-determined triggering event requiring attention by a company representative.

20. (Currently Amended) The method according to claim 16, wherein the step of determining the customer lead priority ranking comprises:  
selecting at least one of customer budget related, authority related, needs related and timing related information from the customer lead information; and  
analyzing the selected information.